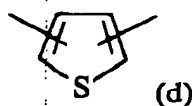


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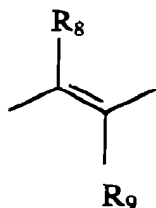
wherein,

- R_1 represents: (i) the $-CH_3$ radical;
(ii) the radical $-CH_2OR_5$; or
(iii) the radical $-COR_6$;

Ar is a radical of the formula (c) or (d):



- X represents



or



R_2 and R_3 , which may be identical or different, represent

- (i) a hydrogen atom;
(ii) an alkyl radical having at least 3 carbon atoms, among which the carbon attached to the phenyl radical is substituted with at least two carbon atoms;

- (iii) a radical $-OR_5$;
(iv) a radical $-SR_5$; or

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R_2 and R_3 , taken together, form with the adjacent aromatic ring a 5- or 6-membered ring optionally substituted with methyl groups and/or optionally interrupted by an oxygen or sulphur atom,

with the proviso that:

R_2 and R_3 cannot both be hydrogen;

R_2 and R_3 cannot both be a radical $-OR_5$;

R_2 and R_3 cannot both be a radical $-SR_5$;

when R_2 is hydrogen, R_3 cannot be a radical $-OR_5$ or a radical $-SR_5$;

when R_2 is a radical $-OR_5$, R_3 cannot be hydrogen or a radical $-SR_5$;

when R_2 is a radical $-SR_5$, R_3 cannot be a radical $-OR_5$ or hydrogen;

when R_3 is hydrogen, R_2 cannot be a radical $-OR_5$ or a radical $-SR_5$;

when R_3 is a radical $-OR_5$, R_2 cannot be hydrogen or a radical $-SR_5$;

when R_3 is a radical $-SR_5$, R_2 cannot be a radical $-OR_5$ or hydrogen;

R_4 and R_7 , which may be identical or different, represent a hydrogen atom, a halogen atom, a linear or branched alkyl radical having from 1 to 20 carbon atoms or a radical $-OR_5$,

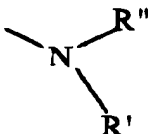
R_5 represents a hydrogen atom, a lower alkyl radical or a radical $-COR_{10}$

R_6 represents:

- (a) a hydrogen atom;
- (b) a lower alkyl radical;
- (c) a radical of formula:

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or (d) a radical -OR₁₁

- R₈ and R₉, which may be identical or different, represent a hydrogen atom or a lower alkyl radical,

- R₁₀ represents a lower alkyl radical,

- R₁₁ represents a hydrogen atom, a linear or branched alkyl radical having from 1 to 20 carbon atoms, and alkenyl radical, a mono- or polyhydroxyalkyl radical, an optionally substituted aryl or aralkyl radical, a sugar residue or an amino acid or peptide residue,

- R' and R'', which may be identical or different, represent a hydrogen atom, a lower alkyl radical, a mono- or polyhydroxyalkyl radical, an optionally substituted aryl radical or an amino acid or sugar residue, or alternatively, taken together form a heterocycle,

a salt thereof or an optical or geometrical isomer thereof.

34. A compound according to Claim 33, selected from the group consisting of alkali metals, alkaline-earth metals, zinc salts and organic amine salts.

35. A compound according to Claim 33, selected from the group consisting of:

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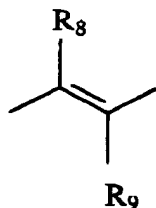
5-(3-tert-butyl-4-methoxyphenyl)-2-thiopheneacrylic acid,
5-(3-tert-butyl-4-methoxyphenyl)-2-thiophenepropiolic acid,
2-(3-tert-butyl-4-methoxyphenyl)-4-thiopheneacrylic acid,
4-(3-tert-butyl-4-methoxyphenyl)-2-thiopheneacrylic acid,
5-(3,5,5,8,8-pentamethyl-5,6,7,8-tetrahydro-2-naphthyl)-2-thiopheneacrylic acid,
4-(3,5,5,8,8-pentamethyl-5,6,7,8-tetrahydro-2-naphthyl)-2-thiopheneacrylic acid,
4-(5,6,7,8-tetrahydro-5,5,8,8-tetramethyl-2-naphthyl)-2-thiopheneacrylic acid, and
5-(3,5,5,8,8-pentamethyl-5,6,7,8-tetrahydro-2-naphthyl)-2-thiophenepropiolic acid.

36. (New) A compound according to Claim 33, having at least one of the following groups:

R_1 represents the radical $-COR_6$;

Ar represents a radical of formula (d);

X represents the radical:



or



R_2 and R_3 , taken together, form with the adjacent aromatic ring a 5- or 6-membered ring, optionally substituted with methyl groups and/or optionally interrupted by an oxygen or sulfur atom.

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37. (New) A compound according to Claim 33, wherein Ar is a radical of formula (d).

38. (New) A pharmaceutical composition comprising at least one compound according to Claim 32 in a pharmaceutically acceptable support.

39. (New) The composition of Claim 38, wherein the concentration of the at least one compound is between 0.002% and 5% by weight of the pharmaceutical composition.

40. (New) A cosmetic composition comprising at least one compound according to Claim 33 in a cosmetically acceptable support.

41. (New) The composition of Claim 40, wherein the concentration of the at least one compound is between 0.002% and 5% by weight of the cosmetic composition.

42. (New) The composition of Claim 40, wherein the composition is suitable for body or hair hygiene.

43. (New) A compound according to Claim 33, wherein R₂ and R₃, taken together form with the adjacent aromatic ring a 6-membered ring substituted with methyl groups and being interrupted by an oxygen or sulfur atom.

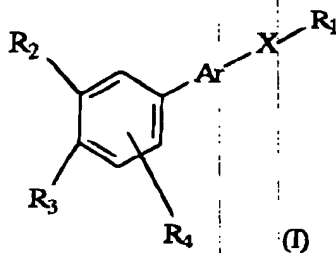
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44. (New) A compound according to Claim 33, wherein R' and R'' taken together form a heterocycle.

45. (New) A method of treating or inhibiting symptoms of a keratinization disorder, the method comprising administering an effective amount of a bicyclic aromatic compound having the general formula (I):



wherein,

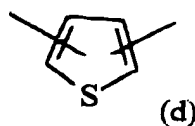
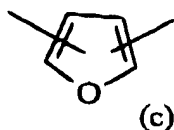
R₁ represents:

- (i) the -CH₃ radical;
- (ii) the radical -CH₂OR₅; or
- (iii) the radical -COR₆

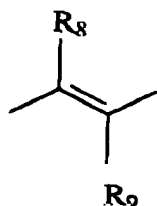
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Ar is a radical of a formula selected from formulae (c) or (d):



X represents



or



R₂ and R₃, which may be identical or different, represent

- (i) a hydrogen atom;
- (ii) an alkyl radical having at least 3 carbon atoms, among which the carbon attached to the phenyl radical is substituted with at least two carbon atoms;

(iii) a radical -OR₅;

(iv) a radical -SR₅; or

R₂ and R₃, taken together, may form, with the adjacent aromatic ring, a 5- or 6-membered ring optionally substituted with methyl groups and/or optionally interrupted by an oxygen or sulphur atom,

with the proviso that:

R₂ and R₃ cannot both be hydrogen;

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R_2 and R_3 cannot both be a radical- OR_5 ;

R_2 and R_3 cannot both be a radical - SR_5 ;

when R_2 is hydrogen, R_3 cannot be a radical - OR_5 or a radical - SR_5 ;

when R_2 is a radical - OR_5 , R_3 cannot be hydrogen or a radical - SR_5 ;

when R_2 is a radical - SR_5 , R_3 cannot be a radical - OR_5 or hydrogen;

when R_3 is hydrogen, R_2 cannot be a radical - OR_5 or a radical - SR_5 ;

when R_3 is a radical - OR_5 , R_2 cannot be hydrogen or a radical - SR_5 ;

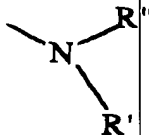
when R_3 is a radical - SR_5 , R_2 cannot be a radical - OR_5 or hydrogen;

R_4 and R_7 , which may be identical or different, represent a hydrogen atom, a halogen atom, a linear or branched alkyl radical having from 1 to 20 carbon atoms or a radical - OR_5 ,

R_5 represents a hydrogen atom, a lower alkyl radical or a radical - COR_{10}

R_6 represents:

- (a) a hydrogen atom;
- (b) a lower alkyl radical;
- (c) a radical of formula:



or (d) a radical - OR_{11}

R_8 and R_9 , which may be identical or different, represent a hydrogen atom or a lower alkyl radical,

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R_{10} represents a lower alkyl radical,

R_{11} represents a hydrogen atom, a linear or branched alkyl radical having from 1 to 20 carbon atoms, and alkenyl radical, a mono- or polyhydroxyalkyl radical, an optionally substituted aryl or aralkyl radical, a sugar residue or an amino acid or peptide residue,

R' and R'' , which may be identical or different, represent a hydrogen atom, a lower alkyl radical, a mono- or polyhydroxyalkyl radical, an optionally substituted aryl radical or an amino acid or sugar residue, or alternatively, taken together form a heterocycle,

a salt thereof or an optical or geometrical isomer thereof.

46. (New) The method of claim 45, wherein the compound is selected from the group consisting of:

5-(3-tert-butyl-4-methoxyphenyl)-2-thiopheneacrylic acid,
5-(3-tert-butyl-4-methoxyphenyl)-2-thiophenepropiolic acid,
2-(3-tert-butyl-4-methoxyphenyl)-4-thiopheneacrylic acid,
4-(3-tert-butyl-4-methoxyphenyl)-2-thiopheneacrylic acid,
5-(3,5,5,8,8-pentamethyl-5,6,7,8-tetrahydro-2-naphthyl)-2-thiopheneacrylic acid,
4-(3,5,8,8-pentamethyl-5,6,7,8-tetrahydro-2-naphthyl)-2-thiopheneacrylic acid,
4-(5,6,7,8-tetrahydro-5,5,8,8-tetramethyl-2-naphthyl)-2-thiopheneacrylic acid, and
5-(3,5,5,8,8-pentamethyl-5,6,7,8-tetrahydro-2-naphthyl)-2-thiophenepropiolic acid.

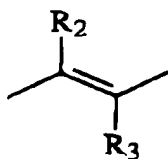
47. (New) The method of claim 45, wherein the compound has at least one of the following groups:

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R_1 represents the radical $-\text{COR}_6$

X represents the radical



R_2 and R_3 , taken together, form, with the adjacent aromatic ring, a 5- or 6-membered ring optionally substituted with methyl groups and/or optionally interrupted by an oxygen or sulphur atom.

48. (New) The method of claim 45, wherein the keratinization disorder is a disorder which has a bearing on differentiation and proliferation.

49. (New) The method of claim 48, wherein the disorder is selected from the group consisting of common acne, a comedone, apolymorphonuclear leukocyte, rosacea, nodulocystic acne, acne conglobata, senile acne and secondary acne.

50. (New) The method of claim 45, wherein the disorder is selected from the group consisting of ichthyosis, an ichthyosiform state, Darier's disease, palmoplantar keratoderma, a leucoplasias state, a leucoplasiform state, cutaneous lichen and mucous (buccal) lichen.

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51. (New) The method of claim 45, wherein the disorder is associated with a keratinization disorder with an inflammatory and/or immunoallergic component.

52. (New) The method of claim 51, wherein the disorder is selected from the group consisting of psoriasis, psoriatic rheumatism, cutaneous atopy, respiratory atopy and gingival hypertrophy.

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